

Virginia Complete Count Commission
Meeting Minutes
February 27, 2019
Patrick Henry Building, West Reading Room
1111 E. Broad Street, Richmond, VA 23219
10:00 a.m. – 3:00 p.m.

Attendees: *Reggie Tupponce, Gilbert Bland, Vincent Ammann, Razi Hashmi, Eric Lin, Gaylene Kanoyton, Suja Amir, Hon. Nancy Rodrigues, Rev. Dr. Jonathan Barton, Dr. William O'Hare, Julian Walker, Gia Genie Nguyen Le, Sarah Gross, Hyun Lee, Aida Pacheco, Monica Sarmiento, Dr. Elda Stanco Downey, Jim Dau, Ashley Reynolds Marshall, Beth O'Connor, Tiffany Jana, Margaret Nimmo Holland*
22 Virginia Complete Count members in attendance

Surrogates: *Carah Whaley (for Jon Alger),*

Absent:
President Jonathan Alger, Dr. James Fedderman, Caryn Foster Durham, Terron Sims II, Nonny Abrajano, Sree Nagiredd, Dr. Gregory Howard, Dr. Leo Whittaker, Rev. Kevin Chandler, Steve Kast, Jonathan Zur,
11 Virginia Complete Count members absent

Governor's Office Staff Present:
Kelly Thomasson, Secretary of the Commonwealth
Traci Deshazor, Deputy Secretary of the Commonwealth
Fernando Mercado-Violand, Special Assistant and the Director of Latino Outreach

Guests:
Governor Ralph S. Northam
Kevin Krigsvold, U.S. Census Partnership Specialist
Various staff and interns from the Secretary of the Commonwealth

Call to Order (Secretary Kelly Thomasson)

The Honorable Kelly Thomasson, Secretary of the Commonwealth of Virginia, called the meeting to order at 10:15 a.m.

Commissioner Eric Lin requested an amendment to the January meeting meetings to include the question he posed to Assistant Attorney General Justin Bell regarding FOIA and how an email discussion could be construed to be a "meeting" by the immediacy of responses. Justin noted that an email is a record that is subject to FOIA. In addition, an email can be considered a meeting if individuals on the email distribution respond to three or more members and engage in discussion and decision making around board business.

Deputy Secretary Traci recommends that we bcc everyone on the distribution and copy the VCCC email address and it would take care of both issues.

The amendment to the minutes was added. With a motion from Commissioner Gilbert Bland, and a second by Commissioner Suja Amir, the January meeting minutes were agreed to.

Secretary Thomasson reviewed the meeting agenda and changes made since it was sent to members by email.

With a motion by Commissioner Jim Dau, seconded by Commissioner Eric Lin, the meeting agenda was agreed to.

Opening Remarks and General Updates (Secretary Kelly Thomasson)

Secretary Thomasson reviewed the final mission statement and vision the board created during the January meeting.

Funding for the Virginia Complete Count Commission

- The General Assembly removed the Governor's proposed funding in the budget to support the work of the Virginia Complete Count Commission.
- The Governor is reviewing the budget and evaluating if there are opportunities to make any final adjustments.
- The Commission will need to get extra creative in how we move forward with our work with no funding to support the efforts.

Citizenship Question

- The lawsuit challenging the inclusion of a Citizenship Question is going to be heard by the U.S. Supreme Court in April. They expect to issue an opinion by July. The Commonwealth of Virginia is party to the lawsuit.

Work Plan Overview and Discussion (Deputy Secretary Traci DeShazor)

Deputy Secretary Traci DeShazor presented the draft framework of the VCCC work plan. The framework follows the Census Bureau outline and includes some suggested events and milestones. This will continue to evolve and be flushed out with additional details and events.

See full proposed Work Plan Attached

Work Plan General Discussion and Q&A

***Question:** Commissioner Rev. Jon Barton
What constitutes a region?*

***Response:** Secretary Thomasson:
I don't believe its necessary to have defined regions for our purposes, rather we are using that term generally to have events around the state - there can be some flexibility as far as reach and multiple events per region.*

Comment: Commissioner Gaylene Kanoyton

We can expand on 25 as the target goal of the audience; I think we can aim to reach a bigger audience.

Response: Secretary Thomasson

These are general suggestions and we are flexible, but the goal for the roundtables is to get media attention. There will be more opportunities for broader stakeholder engagement through the Census Solutions Workshops.

Question: Commissioner Aida Pacheco

These forums would be integrated or will it be constituency based?

Response: Secretary Thomasson

The consistency-focused outreach will be geared more towards the Census solution workshops rather than the round tables. These census solutions workshops are based on the needs of specific communities, they can be directed towards community groups

Question: Commissioner Gilbert Bland

How many for us are from Hampton Roads? We are a large region; how are we planning to ensure that even within our regions our outreach is effective.

Response: Secretary Thomasson

The goal of the VCCC is to build partnerships to expand our outreach and capacity.

Comment: Commissioner Ashley Marshall

We have to also know that many of our “regions” statewide have a broad reach and different challenges across the region (Roanoke vs. Big Stone Gap)

Comment: Commissioner Nancy Rodrigues

The 2019 Commission partners with public schools, there should be some transfer of the knowledge between our work and the work of the VCC.

Response: Commissioner Gaylene Kanoyton

We should also focus on city elected officials.

Question: Commissioner Jim Dau

How do we make sure that the work that we are doing is not redundant?

Response: Deputy Secretary Traci DeShazor

These are some the issues that we will have to work through by communicating and working closely with Local Complete Count Commission.

Question: Commissioner Gia Genie Nguyen Le

How do we engage students into the plan of working with us for the census?

Response: Secretary Thomasson: Carah Whaley is here on behalf of President Alger from JMU, there is a lot that we need to think about, but as we think about phases, we need to engage all groups focus on promoting the census.

Comment: Commissioner Aida Pacheco

Using a proclamation or the Governor’s office as a digital push and use commit language to educate the community would be a good strategy.

Subcommittee break-out sessions

Commissioners broke-out into subcommittees to review the work plan and the goals, objectives and plans for their subcommittees.

- Education
- Faith-Based
- Government
- Community-Based organizations
- Media
- Business

Subcommittee report-outs

Education Subcommittee:

Commissioners Margaret Nimmo Holland, Carah Whaley, Sarah Gross, Gia Genie Nguyen Le
Presented by Commissioner Margaret Nimmo Holland

Role: The role of the Education Subcommittee is engage students, educators, administrators, parents and caregivers around the 2020 Census and Virginia Complete Count Commission efforts.

Proposed Outreach Efforts:

- Co-Host student-led informational sessions on Virginia's college campuses
- Collaborate with the Virginia Parent Teacher Association and Virginia Department of Education to share information in schools

Responsibilities

- Distribute outreach materials to schools (K-12)
- Engage parents through school sand organizations
- Engage institutions of higher education
- Distribute outreach materials to schools (Pre-K) homeschool organizations
- Distribute outreach materials to early childhood centers and educators.
- Engagement parents through schools and educational organizations
- Engage institutes of higher education

Objective:

- Share information within network
- Messaging is appropriate
- Defining networks
- Define targeted populations

Main Objective: Clearly define targeted population networks and messaging in order ensure complete count from early childhood through higher education.

Outreach

- Backpacks and online channels
- PTA's and PTO's
- Head start and VPI
- Work with VPEC/ and ESL
- Family engagement coordinators
- State fair
- Art contest and potential partnership with the VMFA
- After schools providers, YMCA/ Boys and Girls Club
- Libraries
- School Busses
- Early Childhood Daycares
- Links with college registration Social media
- Work with teachers VEA and the Retired Teachers Association

Higher Ed

- Virginia21
- Campus Election Engineering Project
- VA Council of Presidents
- Student Government
- Link in Registration transactions

Barriers:

- Traffic other info/ priority in schools
- Language
- Fears with in populations and communities
- Trust

Work Plan

- Funding from grants for civics education
- Determine partners preparing education focused materials
- Develop contest by audience
- Tying purpose of the Census to real world Concerns (funding jobs)

Education Subcommittee Report-Out -- General Discussion and Q&A

Question: Carah Whaley

Will there be our own Virginia logo branding?

Response: Secretary Thomasson

We are working on how we will start marketing and building up our visibility. We have staff here at the Governor's office who are very talented in creating these materials.

Question: Commissioner Nancy Rodrigues are we taking into account nonpublic schools?

Response: Commissioner Margaret Nimmo Holland

Yes we have, we have programs that work with not only private school children but also home schooled children.

Comment: Commissioner Nancy Rodrigues

The VMFA can help with the contest and perhaps they can play a role in deciding the winner and the promotion of the contest.

Government Subcommittee Report-Out:

Commissioners Nancy Rodrigues and Reggie Tupponce

Presented by: Commissioners Nancy Rodrigues and Reggie Tupponce

Role:

- The role of the Government Subcommittee is to serve, in collaboration with Virginia Complete Count Commission staff, as a liaison to state, local, and tribal governments—ensuring that elected officials are aware of and included in Virginia Complete Count Commission outreach and engagement efforts.

Responsibilities:

- Inform state, local, and tribal leaders of upcoming Virginia Complete Count Commission outreach and engagement events.
- Assist in the drafting of constituent outreach and engagement correspondence
- Share information on how Census data is used in localities and statewide

Proposed Outreach Efforts:

- Co-host a community town hall/discussion with an elected official

Notes:

- Government is the Largest Stakeholder
- Tribal
 - Focus on powwows and other big events
 - No central way of reaching all members of all tribes
 - Federally recognized tribes and state recognized tribes
- State Government
 - Legislative District
 - Leverage the influence of Delegates and Senators
 - Executive
 - Governor's Proclamation
 - Agency Heard Meeting
 - Boards and Commissions
 - State Agencies to engage:
 - DMV, VDOT, DSS, VDH, ABC, 2019 Commission, VDOE, DHRM, VEC, VFMA, DMAS, VA Lottery, Board of Elections

- Circuit and County Courts
- Local Government
 - 133 Localities, only 3 have local complete count committees so far: Richmond, Alexandria, Fairfax

Government Subcommittee Report Out -- General Discussion and Q&A

Comment: Commissioner Nancy Rodrigues

Based on the list developed by the Secretariat there are only three Local Complete Count Commissions formed in Alexandria, Richmond, and Fairfax County, and there were many more in 2010, so we are hoping more begin to form.

Response: Fernando Mercado-Violand

I want to clarify that this as of a month ago, I believe more have been formed since.

Response: Deputy Secretary Traci DeShazor:

High-level convos in other localities like in Hampton Roads where a few more will be forming.

Question: Commissioner Aida Pacheco

What about the engagement of state employees?

Response: Secretary Thomasson

We have developed a program called on the square that helps brings together State Employees and we share information with them through this initiative, we can also share the importance of the 2020 Census.

Comment: Aida Pacheco

I believe the Commission for Behavioral health really works with marginalized communities and how we can engage with them.

Response: Deputy Secretary Traci DeShazor

We will be working with all of our agencies to ensure that they can help support our outreach on the census.

Comment: Commissioner Jim Dau:

We should be engaging the federal representatives as well and seeing how they can be helpful, I know Senator Warner hosts a women summit.

Response: Deputy Secretary Traci DeShazor: *we have combined with the women's summit.*

Faith-Based Subcommittee Report-Out:

Commissioners: Suja Amir, Reverend Barton

Presented by Suja Amir and Reverend John Barton

Role:

- The role of the Faith-Based Subcommittee is to engage Virginia's faith community around the 2020 Census.

Responsibilities:

- Share information with the faith community about the 2020 Census and Virginia Complete Count Commission efforts

Proposed Outreach Efforts:

- Identify places of worship where information may be distributed about the 2020 Census
- Identify large scale conferences and conventions where information may be distributed about the 2020 Census
- Encourages places of worship to join local CCCs

Goal:

Engage the Faith Community to reach out their continent members to ensure a complete about specifically to vulnerable and underrepresented communities (Orthodox, Hindu, Muslim, Baptist General Convention, Hampton Ministries, Spanish Language churches)

Objectives:

- Identify key leadership of faith based communities that would be willing to share info resources to their networks
- Identify large-scale conferences in the state. Provide display materials and educational resources.
- Get data from the 2010 census undercount reports
- Identify Sponsorships opportunities
- Get list of local CCC's already formed

Challenges

- Resources
- Materials offered in multiple languages
- Materials offered in different education levels
- Limited time

Needs

- List of publications, media, newsletters, social media.
- Obtain 2010 VCCC Report

Work Plan

- Shareable Document for Key Leadership
- Conference Call with Faith Leaders in April
- Identify underrepresented communities (ongoing)
- Coordinate with national Census Staff re: upcoming conferences and speaking opportunities (May 2019- Feb 2020)

Faith-Based Subcommittee -- General Discussion and Q&A:

Comment: Deputy Secretary Traci DeShazor: Speaking of the conferences making sure that comes down to the brick and mortar

Response: Rev Barton: We need that statewide branding to facilitate visibility.

Comment: Commissioner Gia Genie Nguyen:

I will add we should be inclusive of the many Buddhist pagodas as well as the AAPI Christian congregations.

Response: Commissioner John Barton:

It depends if they are part of the denomination structure, some are but some are not we have to make sure we are reaching out to all of them.

Comment: Commissioner Suja Amir, Potential challenges of distrust i.e. and the patriot act.

Response: Secretary Thomasson: that is why we need to recruit the trusted messengers.

Question: Commissioner Aida Pacheco would it be beneficial to merge the Faith and Community Subcommittees?

Response: Secretary Thomasson: we are going to be collaborating and we need to be able to divide and conquer.

Community-Based Organization Subcommittee Report-out:

Commissioners: Aida Pacheco, Monica Sarmiento, Gilbert Bland, Razi Hashmi, Jim Dau, Gaylene Kanoyton, Julie Emery (guest)

Presented by Commissioner Ashley Marshall and Commissioner Razi Hasmi

Role:

The role of the Community-Based Subcommittee is to identify and engage community partners.

Objective:

- Engage all communities embrace all influencer and community leaders
- Providing support to community partners and leaders to ensure all communities are full counted for the 2020 census.

Responsibility:

- Identify community partners, through a community mapping project with a keen focus on hard to count communities.
- To serve as a liaisons from the commissions to the community partners and leaders in the Commonwealth.
- To lean behind institutional knowledge that could consist of documents and best practices for future use.

Outreach:

- Community mapping and partner with existing resources
- Regional rep ID
- Draft tool kit for community based commissions
- Institute community leader trainings
- ID committee events, send regional reps
- Create intersection events
- Support existing plan. And finding creative ways to bring people together

Goals: See Outreach

Barriers:

- Who:
 - minority groups,
 - Hard to count
 - Rural Area
- Where:
 - Regional
 - Local
 - National
 - Statewide
- Training and Resources
 - For Commissioners
 - Partners and leaders
 - Multilingual

Community-Based Organization Subcommittee -- General Discussion and Q&A

***Comment: Commissioner Nancy Rodrigues:** We should be cognizant of not stepping on each other's toes. I know that in our first meeting we talked about RVA and that would be a good to get them to present. And we should be able to delineate responsibilities and now what our responsibilities.*

***Response: Secretary Thomasson:** Our goal should be to be over inclusive of all communities.*

***Response: Commissioner Ashley Marshall:** we may not be able to reach out to everyone, but we need to energize the "Sister Suzy" leaders in every community so we can secure buy in.*

Business Subcommittee Report-out:

Commissioners: Eric Lin, Vincent Amman, Elda Stanco Stoney

Presented by Commissioner Eric Lin

Objective:

- Engage the Business community in Virginia to community to support and create more awareness for the 2020 census

Stakeholders:

- Chamber
- Business Organizations
- Employer/ Companies (Small to large)
- Trade Union
- Affinity Groups (external and Internal)

Messaging:

- Value proposition of Census
- How it affects our business communities I.e.: expansion operations.
- Instruction and transportation developments.

- The census strategic planning purposes

Purpose:

- Develop more direct outreach- via billing newsletters
- Cause marketing/ pro bono advertising
- Leveraging existing sponsorships think ROI
- Potential direct funding/ in-kind, etc.
- Employee engagement

Goals:

- Identify the stakeholders- Leadership and ambassadors
- Fine tune business component of toolkit
- Recognition for excellence in participation: create a Census Champion program
- Recognized best practices by businesses

Barriers:

- Resources creation i.e. toolkit
- Identifying the stakeholders
- Buy in proposition/ Ambassadors
- Identifying our gaps

Business Subcommittee -- General Discussion and Q&A:

Question: Commissioner Margaret Nimmo Holland

Did you all discuss healthcare services?

Response: Commissioner Eric Lin

We did not specify we are hoping to engage different sectors through the ambassadorship program

Response: Commissioner Vincent Amman

We are hoping that we can leverage our ambassadors

Comment: Commissioner Gaylene Kanoyton: *small business are also important to engage because neighborhood businesses interact with hard to count communities.*

Response: Deputy Secretary Traci DeShazor: *We are hoping to consider receipts and bills as a form to engage. We are hoping to also plan events around businesses to support their employees*

Response: Commissioner Eric Lin

We did not fully developed the value proposition for these smaller businesses and figuring

out what would be the right value proposition and how we can get buy in from them will be critical.

Media Subcommittee Report-Out:

Commissioners: Julian Walker, Hyun Lee, Bill O'Hare, Beth O'Connor

Presented by Julian Walker

Role:

- The role of the Media Subcommittee is to identify ways in which the use of media can be leveraged to increase outreach and engagement around the 2020 Census.

Responsibilities:

- Develop a social media outreach strategy
- Identify key regional television media outlets
- Identify key area publications

Proposed Outreach Efforts:

- Develop PSAs featuring Commissioners
- Create social media profile picture frames

Objective: Increase Public Awareness about the 2020 Census through outreach strategies that engage personal and armature media, support the efforts of stakeholder, Commissioners, and communities of interests.

Work Plan Recommendation:

- Establish Virginia Complete Counts Commission Social media Accounts , Facebook, Twitter, Instagram
- Get Influencers to share on their social media platforms
- Earned Media tactics: ID News Hooks/ Angles
- Time Specific focus on April 1 and end of school year
- Regional Strategy Engagement With
- Community based
- Community of Interest
- Asian, Latino Heritage months
- Having a viral hook to attract more attention. i.e. Ice Bucket Challenge
- Messaging Themes and their importance:
 - Funding, Education, Representation
 - Id Key Surrogates to help spread the word, business leaders, elected officials, Local celebrities, trusted local voices such as News anchors and weathermen.

Barriers

- Challenges is building from scratch and with no funds.

Getting Creative:

- Ask VDOT to program Census Messaging on highway Alert Signs
- Ask commission members to promote on social media on key dates, events, and deadlines
- Getting commitment from commissioners to engage their community and spread the message

Suggestions:

- Media training for Commissioners on census messaging.

Media Subcommittee-- General Discussion and Q&A

Comment: Commissioner Julian Walker

Virginia Press Association event is the largest event with Virginia print media, it would be great if we made a big push about using media reach to educate people on the census, at no cost.

Question: Commissioner Gaylene Kanoyton

Is there Logo for 2020 that we could add to our email signatures?

Response: Deputy Secretary Traci DeShazor

There is a U.S. Census Bureau logo, but we are planning to develop something for Virginia.

Comment: Commissioner Margaret Nimmo Holland

I know for children, health care providers are crucial and are a trusted messengers to pass on educational materials.

Response: Secretary Thomasson

We are trying to foster those efforts as well as work with community health organizations.

Focusing on combining our Medicaid Expansion efforts with the census by working with DMAS, because they are working on some of these hard to reach communities.

Comment: Commissioner Jim Dau:

Adding personal narratives to the overall communication and how it affects me, and why my participation is important to my community. Additionally we should we also have a media training for us and for others.

Response: Commissioner Julian Walker

Yes, I agree we need to develop the talking points

Response: Secretary Thomasson

We want you all to talk to your local radio that is fine, if you get a request from the Wash Post you should elevate that and we can work to get you all talking points.

Comment: Commissioner Aida Pacheco

Starting with a large media list and then we can customize to the communities that we are serving.

Guest Speaker: Virginia Civic Engagement Table (VCET) Presentation

Julie Emery, Executive Director

VCET Census Goals

- Fundraising Hope to raise \$2.3 Million.
- We hope that every locality has a complete count committee. If a local government cannot do it that, we get community leaders to do it.
- Trying to do 25 Census community solutions workshops around the state
- “Pledge to be Counted” campaign - will collect pledge postcards (goal is get 500 completed). Will also run a digital version of the program

VCET Accomplishments

- 12 Census community workshops collaborated with legislators and community leaders and they have presented their findings with the US Census Bureau
- Designed thinking and conversations
- We held one with community funding organizations.
- There seems to be a lot of interest. If the demand gets large, enough we hope to hold train the trainer workshops.

VCET Looking to 2020

- We hope to get enough funding for canvassers
- We hope to provide community groups with tablets to support the census
- We hope to make the card campaign in available languages and would like support from the commission.

Virginia Civic Engagement Table -- General Discussion and Q&A

Question: *Commissioner Gaylene Kanoyton*

Where will you allocate the staff you are hoping to fund, can folks that do Voter reg?

Response: *Julie Emery: The tablet will and organizer, will let the person fill it out themselves, they will not be able to take that persons information.*

Question: *Commissioner Gia Genie Nguyen Le: Have you guys connected with the AAPI, and esp the Vietnamese?*

Response: *Julie Emery, Executive Director VCET*

We are working with VACIR and NAKASEC that have AAPI representatives.

Response: *Commissioner Monica Sarmiento*

The Virginia Coalition Immigrant Rights We have many members many AAPI members including Vietnamese community members.

Comment: *Commissioner Monica Sarmiento*

Meeting with The Leadership Conference LA's on Capitol Hill and we will be educating them on the work of the Commission as well as the greater efforts happening in the Commonwealth.

Special Guest: Governor of the Commonwealth of Virginia Ralph S. Northam

- Governor Northam joined the meeting to thank Commissioners for their hard work. He advised the Commissioners that although the General Assembly pulled funding from the budget, he is looking at options for how we may be able to support census efforts moving forward - this is a one time cost that will pay great dividends in the next 10 years. He also emphasized the work that commissioners do in their communities is something that is incredibly important and valuable, especially when there is limited resources.
- Each subcommittee presented a brief recap of their goals and workplan.

Next Steps & Discussion (Secretary Kelly Thomasson & Deputy Secretary Traci DeShazor)

- Workplan
 - We'll take all of the ideas presented by the subcommittees today to incorporate into the workplan
- Website and Toolkit
 - Presented and reviewed draft website (will launch later this month).
 - U.S. Census Bureau materials don't provide much substance - we are building on their content for the toolkit and other materials.

Comment: *Commissioner Bill O'Hare: How are we gonna focus on the intersectionality and the cross sections of this?*

Response: *Secretary Kelly Thomasson*

We are open to forming work groups on specific issues, such as the AAPI group that took initiative to form, and we are happy to accommodate for specific hard to reach groups, such as a young children.

Comment: *Commissioner Elda Danco Stoney on the website we should add a one pager in many different languages.*

- Virginia Census Ambassadors
 - The website includes an "ambassadors" page for individuals to sign up to be involved in various ways. There are some basic commitments that we ask people to make to sign up as an ambassador - working on flushing this section out and possibly expanding the list of ways people can get involved/sign up to help.

Comment: *Commissioner Gaylene Kanoyton:*

Recommend adding a "commit to be counted" button on every page of our website.

Comment: *Commissioner Aida Pacheco: Make getting involved more broad than just ambassador.*

Comment: *Commissioner Julian Walker: Add a widget so that we can highlight all of our Social Media accounts.*

Comment: *Commissioner Margaret Nimmo Holland: Find ways to get employers involved, in the process, maybe identifying their businesses on the website.*

Response: *Commissioner Nancy Rodrigues: General Services and their procurement office would be a good partner.*

- Census Awareness Day - The Countdown Begins
 - April 1, 2019 is one year out from Census Day and is being designated by the Census Bureau as Census Awareness Day. We should plan a series of events and other activities to highlight this day and get some earned media.
 - social media blitz
 - Gov's office press release

- regional roundtable events hosted by commissioners
 - held in hard to count neighborhoods/ pointing to projects that got funded through CDBG or other federal funding
 - get local media attention
 - involve local electeds
- Staff will follow up with Commissioners by email in the coming weeks with more information

Comment: Commissioner Gia Genie Nguyen:
Suggested possibly holding a press conference in Richmond.

Response: Deputy Secretary Traci DeShazor

We want to build up a presence and content outside this office building. If we have these events in the community more press will highlight our efforts.

- Census Solutions Workshops
 - US Census Bureau representatives will facilitate a workshop at our next meeting
 - Starting in April, hope to have Commissioners host their own workshops and/or collaborate on a series of workshops by region/interest area

Adjourned 3:05PM